

VIEW Report

Mulvaney 100916 101516

10/7/2016 10:05AM

Columbia, SC May16 C-DMA Nielsen Live+1
Charlotte Aug16 C-DMA Nielsen Live+7

Client:

Buyer:

Advertiser:

Product:

Sched Dates: 10/03/16 - 10/16/16

Lengths: 30

Dayparts: RT

All-Wks Avrg

		Notes	Rate \$\$.00	Unit/ Wk	Unit Tot	DP Code	Src	Start Date	End Date	Wk 1 - Wk 2						Wk 1 10/3 '16	Wk 2 10/10 '16
										Households							
										Prog Name	Rtg	Imp	CPP \$\$	Rch %	Freq		
Columbia, SC May16 C-DMA Nielsen Live+1			\$3355.00		126						0.3	12014	\$77	24.3%	1.8	18	108
9684, CBNW - Newberry			\$827.00		42						0.8	790	\$24	18.7%	1.8	6	36
FXNC-TV			\$827.00		42						0.8	790	\$24	18.7%	1.8	6	36
Su 5a-10a			\$16.00	1	1	RT	TP	10/9/16	10/9/16	FOX & FRIENDS<	0.4	10	\$40	0.4%	1.0	1	
Su 10a-6p			\$13.00	2	3	RT	TP	10/9/16	10/9/16	VARIOUS	0.2	4	\$65	0.4%	1.1	3	
Su 6p-12m			\$26.00	1	2	RT	TP	10/9/16	10/9/16	VARIOUS	0.4	10	\$65	0.8%	1.1	2	
M-Sa 5a-10a			\$17.00	3	6	RT	TP	10/10/16	10/15/16	FOX AND FRIEND<	0.9	21	\$19	4.7%	1.1		6
M-Sa 10a-6p			\$15.00	9	18	RT	TP	10/10/16	10/15/16	VARIOUS	0.7	16	\$21	8.7%	1.4		18
M-Sa 6p-12m			\$29.00	6	12	RT	TP	10/10/16	10/15/16	VARIOUS	1.2	28	\$24	11.1%	1.3		12
9683, CBCA - Camden			\$970.00		42						1.0	1621	\$23	23.8%	1.8	6	36
FXNC-TV			\$970.00		42						1.0	1621	\$23	23.8%	1.8	6	36
Su 5a-10a			\$23.00	1	1	RT	TP	10/9/16	10/9/16	FOX & FRIENDS<	0.5	20	\$46	0.5%	1.0	1	
Su 10a-6p			\$13.00	2	3	RT	TP	10/9/16	10/9/16	VARIOUS	0.2	8	\$65	0.5%	1.1	3	
Su 6p-12m			\$31.00	1	2	RT	TP	10/9/16	10/9/16	VARIOUS	0.6	21	\$52	1.0%	1.1	2	
M-Sa 5a-10a			\$26.00	3	6	RT	TP	10/10/16	10/15/16	FOX AND FRIEND<	1.1	43	\$24	6.0%	1.1		6
M-Sa 10a-6p			\$15.00	9	18	RT	TP	10/10/16	10/15/16	VARIOUS	0.9	33	\$17	11.1%	1.4		18
M-Sa 6p-12m			\$35.00	6	12	RT	TP	10/10/16	10/15/16	VARIOUS	1.5	57	\$23	14.2%	1.3		12
9630, CBSU - Sumter			\$1558.00		42						1.1	9602	\$35	25.0%	1.8	6	36
FXNC-TV			\$1558.00		42						1.1	9602	\$35	25.0%	1.8	6	36
Su 5a-10a			\$23.00	1	1	RT	TP	10/9/16	10/9/16	FOX & FRIENDS<	0.5	117	\$46	0.5%	1.0	1	
Su 10a-6p			\$23.00	2	3	RT	TP	10/9/16	10/9/16	VARIOUS	0.2	45	\$115	0.6%	1.1	3	
Su 6p-12m			\$55.00	1	2	RT	TP	10/9/16	10/9/16	VARIOUS	0.6	125	\$92	1.1%	1.1	2	
M-Sa 5a-10a			\$26.00	3	6	RT	TP	10/10/16	10/15/16	FOX AND FRIEND<	1.2	253	\$22	6.3%	1.1		6
M-Sa 10a-6p			\$26.00	9	18	RT	TP	10/10/16	10/15/16	VARIOUS	0.9	197	\$29	11.7%	1.4		18
M-Sa 6p-12m			\$61.00	6	12	RT	TP	10/10/16	10/15/16	VARIOUS	1.6	336	\$38	14.9%	1.3		12
Charlotte Aug16 C-DMA Nielsen Live+7			\$5565.00		73						0.6	21604	\$118	27.2%	1.7	12	61

		Notes	Rate \$\$.00	Unit/ Wk	Unit Tot	DP Code	Src	Start Date	End Date	Wk 1 - Wk 2						Wk 1 10/3 '16	Wk 2 10/10 '16
										Households							
										Prog Name	Rtg	Imp	CPP \$	Rch %	Freq		
	0906, CTRK -		\$5565.00		73						0.6	21604	\$118	27.2%	1.7	12	61
	FXNC-TV		\$3706.00		36						1.3	21604	\$79	27.2%	1.7	6	30
	Su 5a-10a		\$51.00	1	1	RT	TP	10/9/16	10/9/16	FOX & FRIENDS<	1.4	637	\$36	1.4%	1.0	1	
	Su 10a-6p		\$51.00	2	3	RT	TP	10/9/16	10/9/16	VARIOUS	0.8	382	\$64	2.3%	1.1	3	
	Su 6p-12m		\$173.00	1	2	RT	TP	10/9/16	10/9/16	AVG. ALL WKS<	1.2	570	\$144	2.4%	1.1	2	
	M-Sa 5a-10a		\$71.00	3	6	RT	TP	10/10/16	10/15/16	FOX AND FRIEND<	1.6	752	\$44	8.7%	1.1		6
	M-Sa 10a-6p		\$71.00	9	18	RT	TP	10/10/16	10/15/16	VARIOUS	1.1	494	\$65	13.8%	1.4		18
	M-Sa 6p-12m		\$242.00	3	6	RT	TP	10/10/16	10/15/16	VARIOUS	1.9	879	\$127	10.3%	1.1		6
	SECN-TV		\$1859.00		37						0.0	0	\$0			6	31
	Su 5a-10a		\$25.00	1	1	RT	TP	10/9/16	10/9/16				\$0			1	
	Su 5a-10a		\$25.00	2	3	RT	TP	10/9/16	10/9/16				\$0			3	
	Su 5a-10a		\$25.00	1	2	RT	TP	10/9/16	10/9/16				\$0			2	
	Sa 6a-10a		\$33.00	3	6	RT	TP	10/10/16	10/15/16				\$0				6
	Sa 10a-6p		\$47.00	9	18	RT	TP	10/10/16	10/15/16				\$0				18
	Sa 6p-12m		\$95.00	4	7	RT	TP	10/10/16	10/15/16				\$0				7
Total			\$8920.00		199						0.2	33618	\$195	26.1%	1.7	30	169

Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
10/2016	\$8,920	199
Total	\$8,920	199

Market Summary	Wk 1 - Wk 2						
	Households						
	Tot \$\$	Unit Tot	CPP	GRP	Rch %	Freq	
Columbia, SC May16 C-DMA Nielsen Live+1	\$3355	126	\$77	43.7	24.3%	1.8	
Charlotte Aug16 C-DMA Nielsen Live+7	\$5565	73	\$118	47.0	27.2%	1.7	
Total	\$8920	199	\$195	45.8	26.1%	1.7	

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.

Columbia, SC May16 C-DMA Nielsen Live+1
Cable Zones: COMCAST, CBNW - Newberry
Columbia, SC May16 C-DMA Nielsen Live+1
Cable Zones: TRU VISTA, CBCA - Camden
Columbia, SC May16 C-DMA Nielsen Live+1
Cable Zones: TIME WARNER CABLE, CBSU - Sumter
Charlotte Aug16 C-DMA Nielsen Live+7

Cable Zones: COMPORIUM, CTRK - York/Lancaster Counties

» Estimate information indicated has been supplied by the user.

Source Field Codes:

TP – Time Period

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